

BELLSYSTEM24 begins provision of a Knowledge CX Design Service encompassing everything from knowledge database creation to operational system building for the utilization of generative AI at contact centers

Fully integrated support combining KCS*1 processes and unique proprietary methods to deliver useable knowledge for the AI era

BELLSYSTEM24, Inc. (Head Office: Minato-ku, Tokyo; President, CEO: Hiroshi Kajiwara, hereinafter, “BELLSYSTEM24”), through its GenAI Co-Creation Lab.*2 project, will start provision of the Knowledge CX Design Service (hereinafter, “the service”), which is intended to build a foundation for introducing generative AI. BELLSYSTEM24 conducted interviews with participating user companies on the issues they face, and created the service in response to the concerns of many participating user companies, which have been struggling to convert knowledge into useable data, as the basis for utilizing generative AI.

<Explanatory materials about the service>

<https://www.cloud-contactcenter.jp/resource/knowledge-cx-design-service>



The service will design and deliver mechanisms for aggregating and consolidating various unstructured data—such as response histories, manuals, and FAQs accumulated at contact centers, and scattered information such as operators’ personal notes and tacit knowledge—that are essential for utilizing generative AI, and converting them into useable knowledge as searchable text data that can be easily understood by AI.

By combining operational design*3 adhering to Knowledge-Centered Service (KCS) processes—a practical process for real-time operation and firm establishment of knowledge at contact centers—with BELLSYSTEM24’s own proprietary methods developed by its dedicated consultants, the service aims to contribute to CX improvement by providing fully integrated support from consulting to knowledge management system introduction, operational design, and operation system building.

*1 KCS (Knowledge-Centered Service): HDI, the world’s largest membership organization in IT support services, provides training, awards, and assessments on practical knowledge management processes and methodologies. It summarizes how to use and manage knowledge that can provide the best approaches to constantly changing situations in responding to customers, along with values, introduction methods, user education, essential tool requirements, and process integration requirements.

Details are available at: https://www.hdi-japan.com/hdi/article/Explanation_kcs.asp

*2 GenAI Co-Creation Lab.: A program launched by BELLSYSTEM24 in June 2024 with the participation of user companies. It solves problems in utilizing generative AI at contact centers and shares case studies among participating companies.

Details are available at: <https://gai.bell24.co.jp/en/>

*3 In September 2024, BELLSYSTEM24 was certified as a consulting partner of HDI-Japan, HDI’s base of operations in Japan.

■ Background and purpose

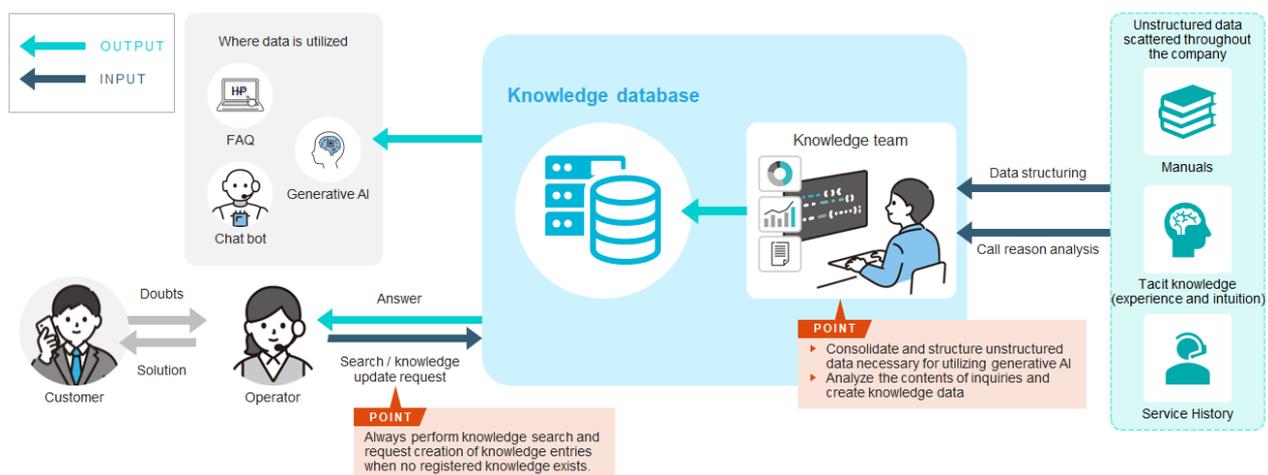
To respond to the shortage of working human resources in Japan, efforts using AI to automate, streamline, and increase the sophistication of contact center operations are progressing rapidly. At the same time, in order to make effective use of AI, which analyzes and makes predictions based on data, it is essential to create knowledge databases of information such as product data, business manuals, talk scripts, and FAQs. However, many companies are struggling to make progress in this area. In June of this year, BELLSYSTEM24 launched GenAI Co-Creation Lab., as a user company participation program, and is working to building hybrid contact centers through a combination of AI and human elements. Amid these efforts, BELLSYSTEM24 received many comments from participating companies, saying that they had been unsuccessful in developing knowledge before the introduction of generative AI in the first place, or that they did not know what kind of knowledge they should develop for the introduction of generative AI. In response to these comments, BELLSYSTEM24 decided to provide the service for designing and building systems that can comprehensively manage knowledge databases necessary for the use of generative AI in the course of operations.

■ Service outline

Through the service, BELLSYSTEM24 visualizes all knowledge in contact centers in the form of databases, and provides total support—from business process assessment to development and creation of knowledge such as FAQs, operational design, and system introduction—to build and establish operational systems for sharing the latest knowledge.

By incorporating knowledge search by operators and knowledge registration by a dedicated knowledge team into business processes, based on KCS, it is possible to check the existence of knowledge at the time of inquiry. Inquiries for which there is currently no registered knowledge in the database can be recorded immediately, and the knowledge base can be constantly updated to the latest version and used within the center.

It is also possible to design entire operational flows assuming the division of roles between AI and human operators when introducing generative AI, in order to build knowledge databases with a view to the use of generative AI, through assessments in which complex analyses are performed by dedicated consultants. These include call reason analysis to understand the content of user inquiries. By structuring data into a unified wordings and expressions according to customer voices using its unique data shaping method, BELLSYSTEM24 can improve the accuracy of database searches, enable smooth introduction of generative AI, and generate accurate responses.



Conceptual operational flow diagram

[Four features]

1. Framework that combines KCS concepts with BELLSYSTEM24 knowledge management methods supports the structuring and establishment of sustainably useable knowledge that can be managed and shared.
2. Thorough call reason analysis of response histories to develop knowledge matching actual customer service response.
3. Operational design with a view to the use of generative AI, data structuring, tool selection, and operational system design.
4. Dedicated consulting team in the CRM field which handles over 100 cases per year provides customized services according to client company policies and systems.

■ Future outlook

BELLSYSTEM24 aims to introduce the service to 20 companies by FY2025. Going forward, in collaboration with GenAI Co-Creation Lab., BELLSYSTEM24 will also work to enable automated response generation using databases created through the service.

By utilizing knowledge and standardized processes developed over the course of many years in the contact center business, as well as new technologies such as generative AI, BELLSYSTEM24 aims to develop and provide new services that are directly linked to solving business issues, such as improving the operational efficiency and data utilization of client companies.

■ Cases and outcomes

Companies introduced: OMRON Corporation

(Case study URL: <https://www.solution.bell24.co.jp/ja/case/omron/>)

Issue:

- To improve the level of customer service response through the use of generative AI in the future, the client wanted to establish a knowledge management operation that makes organizational use of knowledge that had been left to the individual for customer support (internal knowledge utilization and external FAQ publication).
- The client wanted to replace its CRM system and incorporate knowledge management operations into the system to increase productivity.

Details:

- BELLSYSTEM24 conducted business process assessments to visualize and clarify specific business process issues.
- BELLSYSTEM24 unified the CRM system and built a system with specifications to match business processes, knowledge management and operation.
- BELLSYSTEM24 conducted a call reason analysis for one year's worth of inquiries to set the area where conversion to knowledge should be started, and prepared the necessary knowledge (internal knowledge utilization and external FAQ disclosure) in stages.
- Operating in accordance with KCS, BELLSYSTEM24 established an operational system that enabled all contact center operators to make a habit of conducting knowledge searches when responding to customer inquiries, and to check and update knowledge in the course of customer service duties. Issues for which there are many inquiries are published and made available externally via the FAQ site in a timely manner.

Achievements:

- The number of accesses of the 1,200 external published FAQs created through this process reached 90,000 as of October this year, contributing to the shift of customer service to a self-service model.
- By building a system making full use of BELLSYSTEM24's operational knowledge and an operational framework tailored to OMRON's business processes, it was possible to achieve a reduction in the burden placed on operators by reducing customer service response times by approximately 40%*4, and improve customer satisfaction by improving the primary response rate*5 by approximately 13%*4.

*4 Effect of operating in an area that accounts for approximately 6% of inquiries received by OMRON.

*5 Primary response rate: The rate at which a single response is completed without being returned by the customer.



The service in use at OMRON's customer service center

About BELLSYSTEM24: Corporate website: <https://www.bell24.co.jp/en/>

In 1982, BELLSYSTEM24 launched its first full-fledged call center service in Japan. Since then, we have developed a wide range of outsourcing businesses centered on contact centers that serve as points of contact between businesses and consumers, creating an industry-standard model. Based on the operational expertise we have cultivated by combining the strengths of "people" and "technology," we will realize our "sustain the prosperity of society, through innovation and communication," which is our purpose, by developing and providing various solutions.

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